88.9 KLove is a very important station to the OKC area. Parents don't have to worry about commercials that the kids shouldn't hear, and my two girls won't listen to any other stations. Our area has a very low percentage of people who go to church or even know anything about God. The radio could sometimes be the only way that they have to find out about God, or even that there are people who care and will pray for them and try to help them out if they need help.